EXHIBIT 660 TO CISNEROS DECLARATION REDACTED VERSION

From:	Jonathan Rosenberg < jonathan@google.com > on behalf of Jonathan Rosenberg	
Sent:	Saturday, October 13, 2007 6:03 PM	
To:	Bill Campbell	
Subject:	Fwd: Retention, Facebook, and	
Forwarded messa	ge	
From: Sergey Brin <sergey 10:29<="" 13,="" 2007="" date:="" oct="" td=""><td></td></sergey>		
Subject: Retention, Facebo	Subject: Retention, Facebook, and Founder's Awards	
To: EMG <emg@google.co< td=""><td>om>, Marissa Mayer <marissa@google.com></marissa@google.com></td></emg@google.co<>	om>, Marissa Mayer <marissa@google.com></marissa@google.com>	
	r of people now, I feel that we are even more at risk retention wise than I had previously imagined. misalignments here and there, and a few noted departures/retirements already set the stage for	
insidious effect that every	on creates a real retention problem, I now realize, not just because of FB's direct hiring but the more one wants to start the next facebook or get rich by having a popular fb app. Whether fb itself does lict but it is clear to me that there is a social networking bubble of imitations and tag alongs.	
Finally, we (or basically I)	have not done a good enough job of high rewards for high performance.	
This is just one small step within Google. Any thoug	but one we can do quickly and I think will refocus people's attention to how much they can accomplish hts?	
Sergey		
Emg mailing list		
Emg@google.com		
	gle.com/mailman/listinfo/emg	

